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**Letter Of Accepted (LoA)**

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Dear.

**Fitria Rahmadani, Sabrina Indira Putri, Siti Amilia Marpaung, Rusdi Hidayat Nugroho**

Thank you for submitting your best article to be published on **Jurnal Media Akademik (JMA)** with the title:

**"STRATEGI HARGA DINAMIS DAN PROMOSI OMNICHANNEL  
SEBAGAI KUNCI DAYA SAING RITEL DI ERA HYBRID COMMERCE"**

Based on the results of the review and the decision of the editorial team, the article is declared **ACCEPTED** for publication in the **Jurnal Media Akademik (JMA)** edition **Volume 3 Number 12 Desember 2025**.

Thus we submit this letter of information to be used as it should be, we express our gratitude.

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Sidoarjo, 18 December 2025

Editor In Chief



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**Muhammad Rifqi Nur Wachid Adi  
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